ORDER

Order / Rev: 35866 Orders Alt Order #: 08802373 Product Desc: ISSUE KLAS Estimate: Flight Dates: 10/10/12 - 10/16/12 Primary AE: Mike Jones Original Date / Rev: 09/26/12 / 09/26/12 Sales Office: K-WAS Sales Region: National Order Type: **GENERAL** Nebo Media Name: Agency **Buying Contact:** Jessica Murray Billing Type: Cash Billing Calendar: Broadcast Billing Contact: 3299 K Street NW Billing Cycle: EOM/EOC Washington, DC 20007 Agency Commission: 15% NRSC Advertiser Name: New Business Thru: 09/04/11 Demographic: A35+ 00:10:00

Priority: LV2 Advertiser External ID: Agency External ID: Revenue Codes: AGY, POL, ISS Totals

Order Separation:

Bill Plan # Spots Gross Amount Start Date End Date Net Amount 10/01/12 10/16/12 \$83,900.00 \$71,315.00

PO4

Totals				
Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	56	\$83,900.00	\$71,315.00	0.00
Totals	56	\$83,900.00	\$71.315.00	0.00

Order % 100%

Start Date / End Date Account Executive Sales Office Sales Region Start Of Order - End Of Order Mike Jones

Order Share Share Total KLAS 31% \$83,900.00 100% \$270,645.16 Market

Product Codes:

Account Executives

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KTNV	18%	\$48,716.13
KTUD	0%	\$0.00
KVBC	0%	\$0.00
KVVU	17%	\$46,009.68
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End	Time Days	Len Spots	Rate Pri	Rtg Type S	Spots	Amount
1	8	10/10/12	10/12/12	8 News Now 6a M-F	CM	6-7a	WTF	:30 2	\$1,200.00LV1	0.00 NM	2	\$2,400.00
				8 News Now 6a M-F						111		
	NEWS											
	Sta	rt Date	End Date	Weekdays Sr	ots/Week	Rate	Rating	·				
V	leek: 10/	08/12	10/14/12	WTF	2	\$1,200.00	0.00					
2	8	10/15/12	10/16/12	8 News Now 6a M-F	CM	6-7a	MT	:30 1	\$1,200.00LV1	0.00 NM	1	\$1,200.00
				8 News Now 6a M-F								

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KLAS

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35866

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Product Desc:

ISSUE

Flight Dates:

10/10/12 - 10/16/12

Estimate:

NEWS	Start End	Inventory Code	Break	Start/End	l Time Days	Len Sp	oots	Rate Pri	Rtg Type	Spots	Amount
Start E Week: 10/15/	/12 10/21/12	Weekdays MT		Rate \$1,200.00	Rating 0.00						
3 8 10 EARLY SH		CBS This Morning		7-9a	WTF	:30	2	\$1,000.00LV1	0.00 NM	2	\$2,000.00
Start D Week: 10/08/	Date End Date	Weekdays WTF	Spots/Week 2	Rate \$1,000.00	Rating 0.00						
4 8 10 EARLY SH		CBS This Morning		7-9a	MT	:30	2	\$1,000.00LV1	0.00 NM	2	\$2,000.00
Start D Week: 10/15/	Date End Date	Weekdays MT	Spots/Week 2	Rate \$1,000.00	Rating 0.00						
	0/10/12 10/12/12	Live w/Kelly Live With Regis &	CM	9-10a	WTF	:30	2	\$850.00LV2	0.00 NM	2	\$1,700.00
KELLY <u>Start D</u> Week: 10/08/		Weekdays WTF	Spots/Week	<u>Rate</u> \$850.00	Rating 0.00						
)/15/12 10/16/12	Live w/Kelly Live With Regis &	CM Kelly	9-10a	MT	:30	2	\$850.00LV2	0.00 NM	2	\$1,700.00
KELLY Start D Week: 10/15/	Visited Total Control of the Control	Weekdays MT	Spots/Week 2	<u>Rate</u> \$850.00	Rating 0.00						
	/10/12 10/12/12	Price Is Right Price Is Right	СМ	10-11a	WTF	:30	1	\$3,500.00LV1	0.00 NM	1	\$3,500.00
PRICE Start D Week: 10/08/1	CONTRACTOR OF THE PROPERTY OF	Weekdays	Spots/Week	Rate \$3,500.00	Rating 0.00						
	/10/12 10/12/12	8 News Now Noor 8 News Now Noor	M-F CM	12-1230p	WTF	:30	2	\$850.00LV2	0.00 NM	2	\$1,700.00
NEWS Start D Week: 10/08/1	A second	Weekdays	Spots/Week 2	<u>Rate</u> \$850.00	Rating 0.00						
11 8 10 NEWS	/15/12 10/16/12	8 News Now Noor 8 News Now Noor		12-1230p	MT	:30	2	\$850.00LV2	0.00 NM	2	\$1,700.00
Start Da Week: 10/15/1	A STATE OF THE PARTY OF THE PAR	Weekdays MT	Spots/Week 2	<u>Rate</u> \$850.00	Rating 0.00						
12 8 10 SOAPS	/10/12 10/12/12	1230-2p Soaps/ LI Soaps / Let's Mak		1230-2p	WTF	:30	1	\$900.00LV2	0.00 NM	1	\$900.00
Start D: Week: 10/08/1		Weekdays WTF	Spots/Week	<u>Rate</u> \$900.00	Rating 0.00						
	/15/12 10/16/12	1230-2p Soaps/ Li Soaps / Let's Mak		1230-2p	MT	:30	2	\$900.00LV2	0.00 NM	2	\$1,800.00
SOAPS Start D Week: 10/15/1		Weekdays MT	Spots/Week 2	<u>Rate</u> \$900.00	Rating 0.00						
14 8 10	/10/12 10/12/12			2-3p	WTF	:30	1	\$900.00LV2	0.00 NM	1	\$900.00
TALK Start Da Week: 10/08/1	Committee of the Commit	Weekdays WTF	Spots/Week	<u>Rate</u> \$900.00	Rating 0.00						
15 8 10	/15/12 10/16/12			2-3p	MT	:30	1	\$900.00LV2	0.00 NM	1	\$900.00
TALK Start D Week: 10/15/		Weekdays MT	Spots/Week	Rate \$900.00	Rating 0.00						
	0/10/12 10/12/12	A TOUR N	CM	3-4p	WTF	:30	2	\$1,000.00LV2	0.00 NM	2	\$2,000.00
ELLEN		Lilett									

Order / Rev:	35866			A 1			Print Date: (09/26/12 17:16:1	0 Pag	e 3 of
Alt Order #:	08802373		-	Advertiser:				_		
Flight Dates:	10/10/12 - 10	V16/12	7	Product De	esc: ISSUE			KLAS		
r light Dates.	10/10/12 - 10	0/10/12		Estimate:				_		
Ln Ch	Start End	Inventory Code	Break	Start/End	d Time Days	Len S	note Data	D-i D4 T	0 1	
16 8	10/10/12 10/12/1	2 Ellen	СМ	3-4p	WTF	:30	AND DESCRIPTION OF THE PERSON	Pri Rtg Type		\$2,00
ELLEN		Ellen					- 41,000.00	72 0.00 MIV	2	\$2,00
	Date End Date		Spots/Week	Rate	Rating					
Week: 10/0	8/12 10/14/12 10/15/12 10/16/1			\$1,000.00	0.00					
17 0	10/15/12 10/16/1	Z Ellen Ellen	СМ	3-4p	MT	:30	1 \$1,000.00	LV2 0.00 NM	1	\$1,00
ELLEN	Data F-1D-1		_							
Start Week: 10/1:	Date End Date 5/12 10/21/12	Weekdays MT	Spots/Week	<u>Rate</u> \$1,000.00	Rating					
18 8		2 8 News Now 4p M	I-F CM	4-5p	0.00 WTF	:30	2 \$1,300.00	LV2 0.00 NM	_	60.00
NEWS		8 News Now 4p N	1-F	90000		.00	2 \$1,500.00	LV2 0.00 NW	2	\$2,60
	Date End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 10/08	8/12 10/14/12	WTF	2	\$1,300.00	0.00				l	
19 8	10/15/12 10/16/12	2 8 News Now 4p M 8 News Now 4p M		4-5p	MT	:30	1 \$1,300.00	LV2 0.00 NM	1	\$1,30
NEWS		o News Now 4p IV	I-F							
Start Wook: 10/15			Spots/Week	Rate	Rating					
Week: 10/15		MT 2 8 News Now 5-630	n M FCM	\$1,300.00	0.00					
	10/10/12	8 News Now 5-63		5-630p	WTF	:30	2 \$1,500.00	LV2 0.00 NM	2	\$3,000
NEWS Start	Date End Date	Madida	0							
Week: 10/08		<u>Weekdays</u> WTF	Spots/Week 2	Rate \$1,500.00	Rating 0.00					
21 8 1	0/15/12 10/16/12	8 News Now 5-630	p M-FCM	5-630p	MT	:30	1 \$1,500.001	LV2 0.00 NM	1	\$1,500
NEWS		8 News Now 5-630	Op M-F							41,000
Start		Weekdays	Spots/Week	Rate	Rating					
Week: 10/15		MT		\$1,500.00	0.00					
22 8 1	0/10/12 10/12/12	630-7p Inside Editi Inside Edition	on CM	630-7p	WTF	:30	2 \$1,300.001	_V2 0.00 NM	2	\$2,600
IN EDITIO	ne de	melae Lulion								
Start I Week: 10/08		Weekdays 5	Spots/Week	Rate \$1,300.00	Rating					
		630-7p Inside Edition		630-7p	0.00 MT	:30	1 \$1,300.00L	V2 0.00 NM	1	\$1,300
		Inside Edition		12 2 0 A (2 A)		100	1 41,000.002			Ψ1,500
IN EDITIO		Weekdays	Spots/Week	Rate	Rating					
Week: 10/15		MT		\$1,300.00	0.00					
24 8 1	0/10/12 10/12/12		СМ	7-8p	WTF	:30	2 \$1,300.00L	.V2 0.00 NM	2	\$2,600
ET/INSIDI	ER	7-8p Rotator								
Start			Spots/Week	Rate	Rating					
Week: 10/08		WTF		\$1,300.00	0.00 MT	.20	1 61 300 001	V2 0.00 NM	4	61 200
25 8 1	0/15/12 10/16/12	7-8p Rotator 7-8p Rotator	СМ	7-8p	M1	:30	1 \$1,300.001	.V2 0.00 NM		\$1,300
ET/INSIDI				-	.					
Start Week: 10/15		Weekdays MT	Spots/Week 1	Rate \$1,300.00	Rating 0.00					
		8 News Now 11p N		11-1135p	WTF	:30	2 \$2,200.00L	V1 0.00 NM	2	\$4,400
NEMO		8 News Now 11p N	/ -F							
NEWS Start I	Date End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 10/08	/12 10/14/12	WTF	2	\$2,200.00	0.00					
27 8 1	10/15/12 10/16/12	8 News Now 11p N 8 News Now 11p I	л-F СМ	11-1135p	MT	:30	2 \$2,200.00L	.V1 0.00 NM	2	\$4,400
MEIMO		o News NOW TIP	vi-1							
NEWS	Date Fed Dat	e Weekdays	Spots/Week	Rate	Rating				1	
	t Date End Date 15/12 10/21/1			\$2,200.00	0.00 7aWTF	:30	2 \$850.00	LV2 0.00 NM	2	\$1,70
Week: 10/	15/12 10/21/1	10	CM	1135p-123	ι ω					

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Product Desc:

Flight Dates:

10/10/12 - 10/16/12

Estimate:

ISSUE KLAS

ngiit Da											
Ln C	h Start	End	Inventory Code	Break	Start/End 7	Time Days	Len Sp	ots Rate Pri	Rtg Type S	pots	Amount
			Letterman Letterman								
LE.	TTERMAN								1		
Mode	Start Date	End Date 10/14/12	Weekdays WTF	Spots/Week 2	<u>Rate</u> \$850.00	Rating 0.00					
		2 10/16/12		CM	1135p-1237a		:30	1 \$850.00LV2	0.00 NM	1	\$850.00
			Letterman								
LE.	TTERMAN	5-45-4-	Maskala	Conta Malante	Data	Rating					
Week	Start Date	End Date 10/21/12	<u>Weekdays</u> MT	Spots/Week 1	<u>Rate</u> \$850.00	0.00					
30	8 10/10/1		8 News Now 5a N 8 News Now 5a N		5-6a	WTF	:30	2 \$1,000.00LV1	0.00 NM	2	\$2,000.00
NE	ws										
	Start Date	End Date	<u>Weekdays</u> wTF	Spots/Week	Rate	Rating 0.00			:		
	c: 10/08/12 8 10/12/1	10/14/12 2 10/12/12		CM	\$1,000.00 8-9p	F	:30	1 \$8,500,00LV1	0.00 NM	1	\$8,500.00
J1	0 10/12/1	2 10/12/12	CSI: NY	O	o op	•		. •		•	,
CS	INY										
امم/۸	Start Date c: 10/08/12	End Date 10/14/12	<u>Weekdays</u> F	Spots/Week	<u>Rate</u> \$8,500.00	Rating 0.00					
			8 News Now 11p	· · · · · · · · · · · · · · · · · · ·	11-1135P	SS	:30	2 \$1,100.00LV1	0.00 NM	2	\$2,200.00
			8 News Now Sa/								
NE	WS Start Date	End Date	Weekdays	Spots/Week	Rate	Rating					
Week	c: 10/08/12	10/14/12	SS		\$1,100.00	0.00	-				
33	8 10/13/1	2 10/13/12	CBS Early Show		5-7a	S-	:30	1 \$550.00LV1	0.00 NM	1	\$550.00
QΔ	T EARLY		CBS Early Show	- Sat.							
5 A	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating					
Weel	c: 10/08/12	10/14/12	S-	1	\$550.00	0.00					
35	8 10/13/1	2 10/13/12	8 News Now Sat 8 News Now Sat		5-7p (5:00 PM-5:30	S-	:30	1 \$800.00LV2	0.00 NM	1	\$800.00
NE	:ws		o News Now Cat	3-7 p	(0.001 101-0.00	o : 141,					
	Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating					
	c: 10/08/12	10/14/12	S-	nd CM	\$800.00 7-8p	0.00	:30	1 \$600.00LV2	0.00 NM	1	\$600.00
36	8 10/13/1	2 10/13/12	Sat 7-8p - ET Wk Ent Tonight Wee		r-op	3-	.50	1 \$000.006.42	0.00 1111	•	Ψ000.00
ET	WEEKEND		· ·								
Mool	Start Date c: 10/08/12	End Date 10/14/12	Weekdays	Spots/Week 1	<u>Rate</u> \$600.00	Rating 0.00					
			CBS News Sunda			MorniS	:30	1 \$2,000.00LV1	0.00 NM	1	\$2,000.00
			CBS News Sund		•						
SU	N MORN Start Date	End Data	<u>Weekdays</u>	Spots/Week	Rate	Rating					
Weel	k: 10/08/12	End Date 10/14/12	S		\$2,000.00	0.00					
			8 News Now Sun	5-7p CM	5-7p	S	:30	1 \$1,500.00LV1	0.00 NM	1	\$1,500.00
.	1410		8 News Now Sun	15-7p	(6:30 PM-7:0	0 PM)					
NE	:WS Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating					
Weel	k: 10/08/12	10/14/12	s	1	\$1,500.00	0.00					
		2 10/14/12	Sun 7-8p 60 Minutes	CM	7-8p	S	:30	1 \$12,000.00LV1	0.00 NM	1	\$12,000.00
60	MINUTES Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating					
Weel	k: 10/08/12	10/14/12	S		\$12,000.00	0.00					
44	8 10/14/1	2 10/14/12	Eye on Wash/Wa Eye On Wash/W		5-6a	S	:30	2 \$400.00LV1	0.00 NM	2	\$800.00
EY	E ON DC/WA	ALL ST		O. OIII							
	Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating					
Wee	k: 10/08/12	10/14/12	S	2	\$400.00	0.00					

\$83,900.00